

Social Media for Job Search

Tips for Job Search on Facebook

If you have a Facebook account and are actively looking for a job, you may wonder about using it for your job search. If you do decide to move forward using Facebook to promote your professional qualifications, then you should know how recruiters use this and other social media sites.

Here are few tips to help you leverage Facebook for your job search.

❶ Check Your Privacy Settings

Look at the menu of options to see how Facebook shares information and how you can adjust your privacy options. Select which options best suit your needs.

❷ Complete Your Profile

Many of the same guidelines used with your LinkedIn profile should be used on Facebook. If you want recruiters to find you, enhance your profile and add your work history and skills in the "About" section.

❸ Using Status Update Settings

Control what you post or share as a status update. Do this by deciding if it is viewable to the public, friends, only me, or other. If you see a globe next to the date in your update, it is public.

❹ Let Your Friends Know

If you are unemployed and do not want others to know, then do not share it. However, if you are comfortable with sharing your employment status with your friends, they may want to help but do not want to see your regular updates. Keep updates positive and state specific job roles that interest you. Include the names of employers you would like to work for and preferred location.

❺ Follow People of Interest

If there is a target company, recruiter, or other people you are interested in, follow them. Doing this will help you with staying abreast on trends and updates. The information you gain will help in your next interview.

❻ Connect and Engage

Use Facebook to nurture and expand your connections. Participate in group or company discussions by contributing and interacting with the employers who manage those accounts. Post status updates related to your job search, so your Facebook friends know you are actively looking for new employment opportunities.

❼ Keep it Professional

Remember, what you share on Facebook can work for or against you. Avoid using language that may be offensive, sharing inappropriate photos, or speaking negatively about your current or past employer. Your privacy cannot be guaranteed in today's hyper-connected social media world.

❽ Final Thought

If you are now or will be actively job searching, you should know how to put your best foot forward. Use Facebook wisely to network and uncover job opportunities.

Social Media for Job Search

Tips for Job Search on Instagram and Twitter

Sure, you have LinkedIn and Facebook covered, but what about Instagram and Twitter? Both social media platforms go largely untapped because most job seekers never realize they can be used to mine for job search information.

Here are tips to help you in using Instagram and Twitter in your job search.

Instagram

❶ Create a Professional Account

Create a dedicated account for the purpose of your job search. This will keep your personal life separate from work. Use the account to make your skills shine and get the job you are working towards.

❷ Your Profile

Instagram is great for creating your personal brand. Start by making your account “public” and be clear on what your expertise is and what you can offer employers. Include your headshot-style from LinkedIn and Facebook for consistency between accounts. In your bio section, you have 150 characters to sell your skills. A good place to begin is with your most current job, what sort of skills you have, and any job-related passions.

❸ What to Post

Focus on career-related photos. If you attended a conference related to your industry, then post it! You can also create video stories talking about a project you worked on and the results. Post regularly and consistently. This will also enhance your profile.

❹ Search and Use Hashtags

Using searchable hashtags will help you to find other people who can be added to your network, companies, and even jobs. Popular hashtags to consider: #jobs, #jobsearch, and #jobsearchtips.

❺ Follow and Learn About Company Culture

Following employers on social media is a great way to learn about their company culture. Perusing their feed can tell you about their values and work environment, and the events employees take part in. Interact with their posts by commenting, tagging, and liking. Be sure your comments are on topic and add value to the conversation.

❻ Benefits of Using Instagram for Job Search

Your job application can receive a boost by having a strong Instagram profile and following. Instagram is a visual medium that can be used as a showcase for your work portfolio and show off your skills. Regular posting of what you are working on is also a great way to get people to follow you.

Overall, Instagram is a worthwhile investment of time in your job search. It can lead to potential employers, help find jobs, and connect with people within your job industry. Instagram is also a great way to network and show who you are while interacting with employers.

Social Media for Job Search

Twitter

❶ Create a Professional Account

Create a dedicated account solely for job seeking. Your profile needs to be employer friendly. Keep in mind, your account is not your resume, so let your personality shine. Your Twitter bio needs to be focused since you have only 160 characters to work with. Take your time to write something that is upbeat, catchy, and use keywords to make your profile searchable.

❷ Build your Network

Begin by following companies you are interested in working for in your industry. They may not be offering jobs at the time, but it is important to have something interesting to say about your industry.

If you have recently graduated from a local community college or university, connect with your peers. They may be useful in providing connections. You can also start following relevant people in your industry.

❸ Interact with People You Follow

Follow relevant people and employers by engaging with them. Build connections by retweeting and replying to their content. Twitter is all about live updates and constant interaction. So, you should be tweeting at least once a day to keep up with the conversation. It may seem daunting, but it is the only way you will get your name out there.

❹ Researching Companies and Jobs

Be on the look out for updates like company expansions or other relevant changes. In addition, find the person who is currently working in the job you want. Look at their background, specialties, interests, and projects they are working on. Take inspiration from them and apply this to your resume to make it stand out.

❺ Finding Job Vacancies

There are plenty of companies that will tweet about roles they are looking to fill. Most of them will use popular hashtags like #nowhiring or industry specific ones like #salesjobs. Twitter also has a search tool that if used properly, helps locate job openings that are local. Use the following combination: **location + job + industry**. An example of this is: **Charlotte job auto repair**.

Getting the search terms just right is just the beginning. Narrow down your search using the search filters.

❻ Using Twitter for Interview Preparation

Preparing for a successful interview is key. If you know the company inside and out, there is a good chance of getting the job. Look for developments, successes, and trends within the company. You may also do some background research on the interviewer before an interview if you know who they are, and their profile is public.

It is not recommended you follow them. This could be viewed as inappropriate.